

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:	§	
Alexis S.R. Ashley	§	Confirmation No. 2467
	§	
Serial No.: 10/565,667	§	Group Art Unit: 2421
	§	
Filed: January 23, 2006	§	Examiner: Robert J. Hance
	§	
For: CONTENT IDENTIFICATION	§	
FOR BROADCAST MEDIA	§	
	§	

**RESPONSE TO OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Examiner:

In response to the Office Action mailed October 13, 2009, please amend the above-identified application as follows:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 14 of this paper.